

Sustainable Purchasing

Governments, collectively, spend about \$1.6 trillion a year in expenses. That amount of money holds great power and a large opportunity to make an impact. With Alameda County employing close to 10,000 staff, it is important that clear & concise information is available for training purposes. The Office of Sustainability found that one aspect of staff training that could be improved was education on green purchasing and its role on staff's everyday work routine.

In addition, the video has been shared with national partners and organizations, such as the EPA and various jurisdictions, who want to further advance sustainable purchasing initiatives. The video is a tool that can reach a large audience and spread knowledge quickly, making it an effective one.

My role in this project entailed editing of the script, visual graphics, video production, writing editing directions, and partnering with another fellow to complete the narration recording. Video editing software was self-taught and used to edit and produce the video. Collaboration with the county's Information Technology Department allowed for the video to be posted on YouTube and the county's internet.



Fig.1: Product Supply Chain Cycle & Impacts

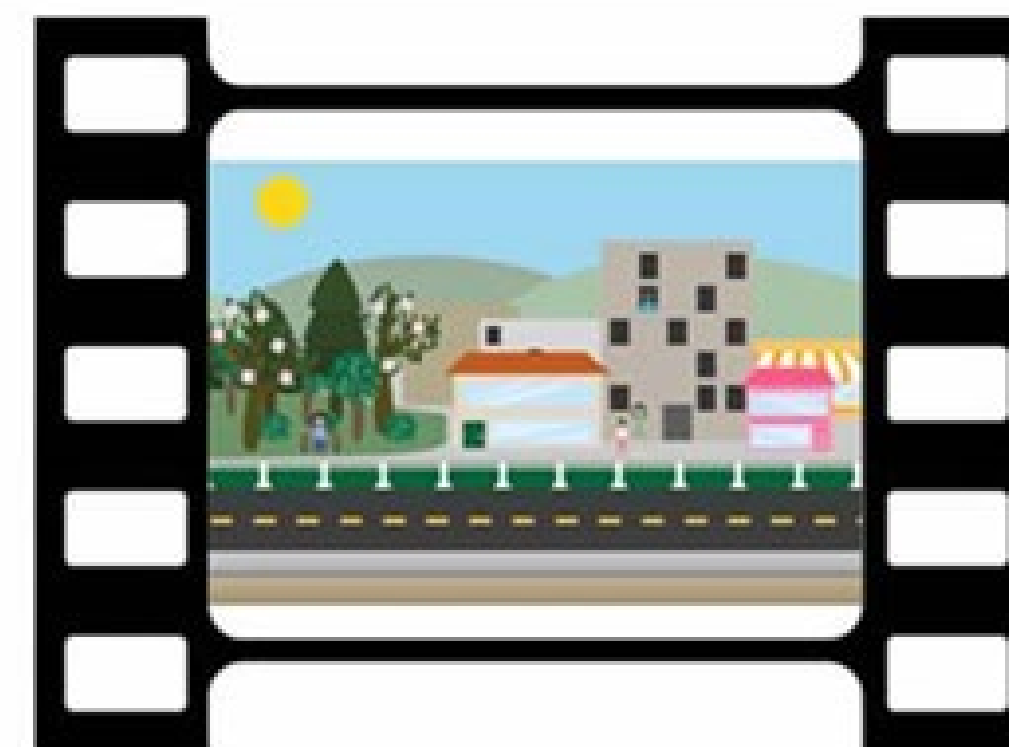


Fig 2: Snapshot of Video, "Climate Action Through Purchasing"

Results & Achievements

The video has already been used in many presentations and trainings, reaching a wide audience.

Some milestones reached so far include:

- Presented at Climate Corps training hosted by Alameda County with 50+ attendees
- Presented to Sustainable Purchasing Leadership Council (SPLC), and used as a case study for SPLC's 2020 Leadership Award application
- Reached almost 500 views online in just under 4 months
 - <https://www.youtube.com/watch?v=C0GQSxZeGsY&list=PLB357175EF671E2C6&index=2>



Lessons Learned

A key takeaway from this project has been that presenting information in an engaging way makes it easier for your audience to feel motivated to take action. We wanted to share the findings and resources that Alameda County has found throughout the years to others who may not know where to get started on green purchasing or how it can apply to their role.

Strategies for completing this project consisted of:

- Consulting with staff from various departments & backgrounds
- Sharing edits and progress along the way with stakeholders to obtain feedback
- Researching best practices for video production and distribution
- Keeping various lines of communication open with organizations and stakeholders

